



## Overview

The Town of Port Royal is seeking to update its website, [www.portroyal.org](http://www.portroyal.org), to enhance the user experience, simplify content management, and provide better information and customer service to its community, while meeting high standards for design quality and visual appeal.

The Town will evaluate existing content as part of the redesign process. The Town seeks the assistance of an experienced company that can accomplish all of the functionality identified in this RFP with the flexibility of providing this functionality over time, if needed due to budgetary constraints. The Town also seeks a company that has the capability of integrating additional features and functionality that may be identified in the future. The experienced company should have a team of experts who understand local government, to help us achieve our vision – all while providing 24/7/365 support.

It is the intent to accomplish the following tasks:

1. Evaluate the current website and provide a transition plan to implement a new website using a Content Management System (CMS) based application.
2. Implement modules within the CMS that deliver specialized capabilities to improve the Town's support to our citizens.
3. Develop a customized, modern template for the website that includes a 100% ADA compliant and responsive design so it can be displayed on any size device.
4. Assist the Town with transition of content from the current website to the new website.
5. Provide training to administrators, department heads, and content managers.

## Vendor Qualifications

The Town will evaluate vendor experience, qualifications and capabilities for developing and implementing a new website. The desired qualifications are outlined below.

Responders are required to submit a written narrative corresponding to each of the underlined section items:

### Introduction

- Overview and summary of how your company will assist the Town in reaching our website goals

## Company Profile

- Company overview and history
  - Number of years in business
  - Office location(s)
  - Number of current employees
  - Number of clients in the past 5 years
- Capabilities of company - Why should your company be chosen

## Team Members/Role

- Name, title, role (e.g., project management, training, design)
- Education, years of experience

## Scope of Work

- Project phase deliverables
- What will be expected of the Town
- What the Town can expect from the company

## Project Development Approach

- Average timeline with a go-live date in 2018/2019
- Detailed explanation of all project phases including consultation, design, development, training, implementation
- Statement that website will meet Accessibility Compliance requirements
- Training options
- What role the Town will play in the project

## Hosting and Security

- The Town currently hosts its own website, but is open to the vendor providing hosting and security services for the new website. Include a detailed description of requirements and features of the options available.

## Support and Maintenance (describe all available)

- System ownership
- Ongoing training opportunities and availability of robust, self-service documentation and technical support (videos and training manuals, etc.)
- Availability of continued communications post website implementation (with consultants and support staff)
- Support services - emergency and non-emergency situations

## Project Pricing Estimate/Cost for Services Outlined

Specify amounts of items below:

- First Year development fees including:
  - Days/hours of training, number of employees to be trained, on-site or webinar
  - Amount of content migration (entire website or a specific number of pages)
  - Additional products/functionality

- Ongoing fees for hosting, maintenance and support for Year 2 and beyond

### Description of Features and Functionality Included with the CMS

At minimum include:

- List of all features and functionality included in the proposed CMS. Must address all features and functionality listed in Required Features section of this RFP

### Additional Products offered

- Give brief descriptions of other products offered by the company

### Municipal Website Design Experience

- Municipal clients (please list Town name and website URL)
- Other municipal clients (please list Town name and website URL)
- If no previous municipal experience, please explain relevant government website experience (please list other government clients/URLs)
- References (minimum three references, including all contact information below)
  - Client name
  - Website URL
  - Client contact person and title
    - Phone
    - Email address

## Required Features

The information below represents required functional capabilities in the selected CMS. It is not all inclusive, other functionality may be recommended or added.

The Town's new website vendor must be able to provide at a minimum, the components shown.

- **Approval Rights** – Allow system administrator to establish specific rights and capabilities for internal staff to update content based upon the role they have in updating the website.
- **Archive Center** – Store web page content/edits and documents per Washington state records retention laws
- **Broken Links Finder** – Send notifications of broken links
- **Browser Based Administration** – Update, delete and create template based web pages
- **Calendar** – Update/publish calendars. Includes unlimited number of event listings, single or reoccurring. Viewable by list, week, or month
- **Content Preview** – The ability to preview content before publishing live
- **Departmental Home Pages** – The ability for departments to have dedicated pages within the site that follow the same design as the other interior pages
- **Directories/Listing for Staff and Businesses** – Ability to allow citizens to search for staff or business information
- **Document Center** - Upload/download capability, back-end ability for full-text search of documents available on the website.

- **E-Notifications** – Electronic subscription, scheduled notifications for email and SMS
- **Forward To a Friend** - E-Mail extension
- **Frequently Asked Questions** – Dynamic content
- **GIS Mapping** – Ability to integrate GIS mapping applications
- **HTML Code** – Capability to view and edit the HTML code of any page
- **Intranet/Extranet** – User restricted pages
- **Live Edit** – Create and edit pages live from the front end
- **Mobile Friendly** – For smart phones and tablets
- **Multi-Lingual Support** – Using Google Translate (or similar tool).
- **News & Announcements** – Ability to post press releases, what’s happening, feature stories, and announcements, as well as emergency messages
- **Online Forms** - Forms/publishing/tracking available to create custom forms and fields
- **Photo Center** - Display community photos in a central location on website
- **Printable Pages** - Print-friendly function
- **Responsive Design** - fully mobile responsive design (site adjusts to the screen size of devices being used, including forms, calendars, etc.)
- **Rotating Photos/Banners** - Dynamic image display
- **RSS Feeds** – Visitors can ‘subscribe’ to pages or content by page/department
- **Quick Links** – Anchors and ‘quick links’ can be placed directly on individual pages
- **Site Search** – Internal site search engine, site search log
- **Site Statistics** - Analytics and site audit reports
- **Sitemap & Breadcrumbs** – Dynamically generated
- **Social Media Interface** – Ability to integrate Facebook and Twitter
- **Spell-check** – The ability to spell-check content via the editor
- **Spotlight** - Ability to highlight important text on one or more pages
- **Third Party Integration** – Ability to integrate third-party applications.
- **Web-Friendly URLs** – Ability to create simple/shortcut URLs

## Optional Features

The features below are not required by the Town at this time, however, please include information and availability of integration in the future.

- **Agenda Management** – Upload, create and manage agendas for public meetings.
- **Automatic expirations** – The ability to set a date for content to automatically expire.
- **Custom Mobile App** – Mobile app for Apple® iOS and Android® devices

## Format for Proposal

Responders are required to submit a written narrative corresponding to each of the underlined section items in the Vendor Qualifications section.

## Submittal Requirements

The deadline for submittal is October 12, 2018 by 5pm.

Respondents may submit five (5) hard copies of the proposal to the address shown below, or via email, [vwillis@portroyal.org](mailto:vwillis@portroyal.org). Proposers are solely responsible for ensuring that proposals are delivered on time at the following address or email address.

Town of Port Royal  
Attention: Town Manager  
700 Paris Avenue  
Port Royal, SC 29935

Submittals that are not received on or before the specified deadline will not be accepted (no exceptions). The Town reserves the right to request follow-up information or clarification from vendors in consideration. Vendor is responsible to ensure delivery by the date and time included.

The Town reserves the right to reject any or all submittals, to compare the relative merits of the respective responses, and to choose a vendor, which will best serve the interests of the Town. The successful company will be required to enter into the Town's standard contract.

Each response to this RFP shall be done at the sole cost and expense of each proposing vendor and with the express understanding that no claims against the Town for reimbursement will be accepted.

## Evaluation of Proposals

A Review and Selection Committee ("Selection Committee") consisting of representatives of the Town will review and evaluate all proposals.

As part of the selection process, the Selection Committee may interview none, some, or all of the proposers for the Agreement. The Selection Committee will then make a recommendation to the Town Manager as to which proposer should be awarded the Agreement. The CA will then present the recommendation to the Town Council for formal consideration.